

Oregon's Bottle Bill: A Cooperative Approach



How the Private Sector Made
Redemption and Recycling a Success

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Oregon Redemption Center





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8 KGW

Bottle Bill: A Brief History

A private system run by distributors





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The Power of a Dime

10¢ Sparks Huge Demand

Redemption rate went from
64% to over 82%
(now around 90%!)

**~35%
increase**





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Efficiency in Numbers

The Oregon Beverage Recycling Cooperative operates with...

\$44m

operating budget
(2019)

2 billion

containers/year
recycled

200

members and
participants

500

employees
throughout Oregon

2600

retail redemption
locations (~450
total RVMs)

62

Green bag drop
sites (**25** full-
service centers)

5

processing
plants

Zero

taxpayer
dollars

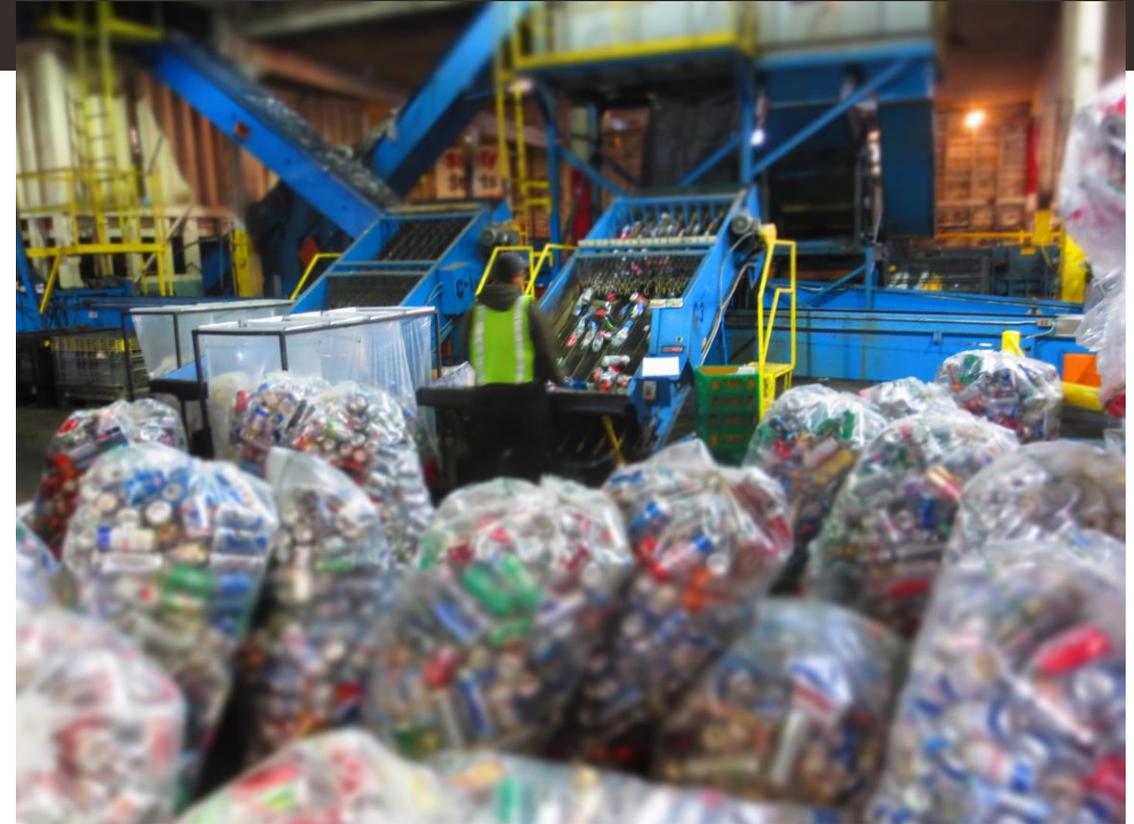


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Where Do the Deposits Go?

Customers get back every dime





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BottleDrop® Redemption Centers

Clean, fast and easy returns

- Single-purpose, indoor facilities
- 25 full-service redemption centers
 - One currently under development
 - Possible because of return to retail requirement
- Largest center accepts approx. 100 million containers/year
- ZERO taxpayer dollars





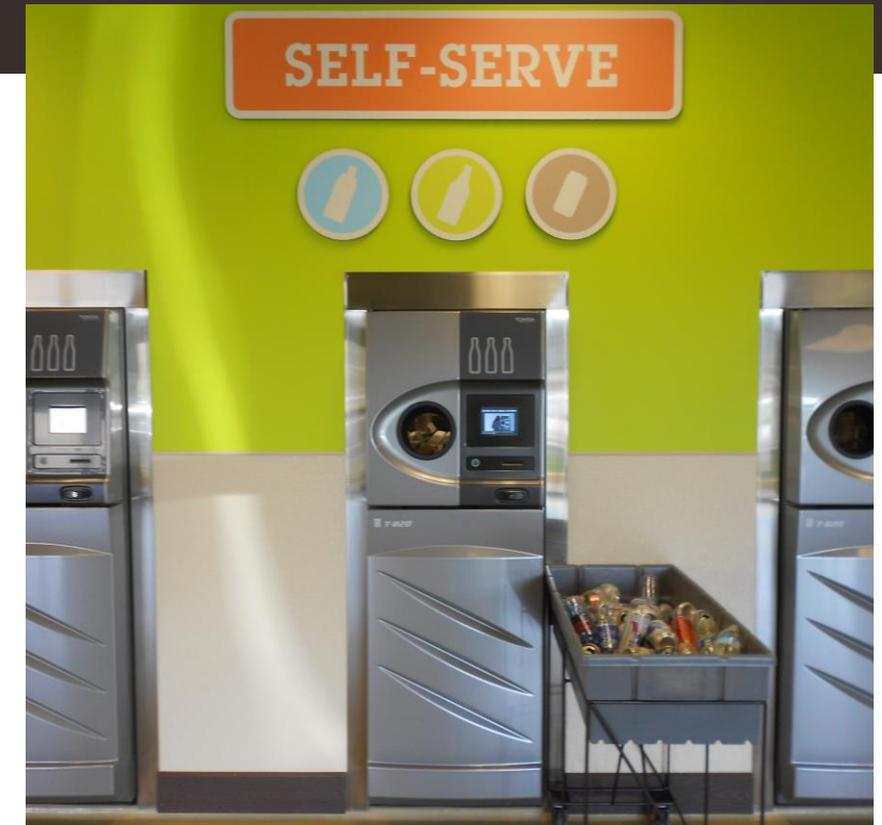
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High volume self-service

Majority of containers through RVMs

- Centers can have as many as 15 or more RVMs depending on volume
- Customers can redeem up to 350 container/person/day – more than at stores
- Cash dispensers on site allow for immediate refund access





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Green Bags

The easy self-serve account program

- **Gear up.** Customers enroll, get card and tags at kiosk, and buy bags at store
- **Tag & fill it.** Place coded BottleDrop tag on bags and fill with redeemable containers
- **Drop it.** Leave bag at secure drop door – 62 locations statewide
- **Track it.** Check account balance online or with our mobile app





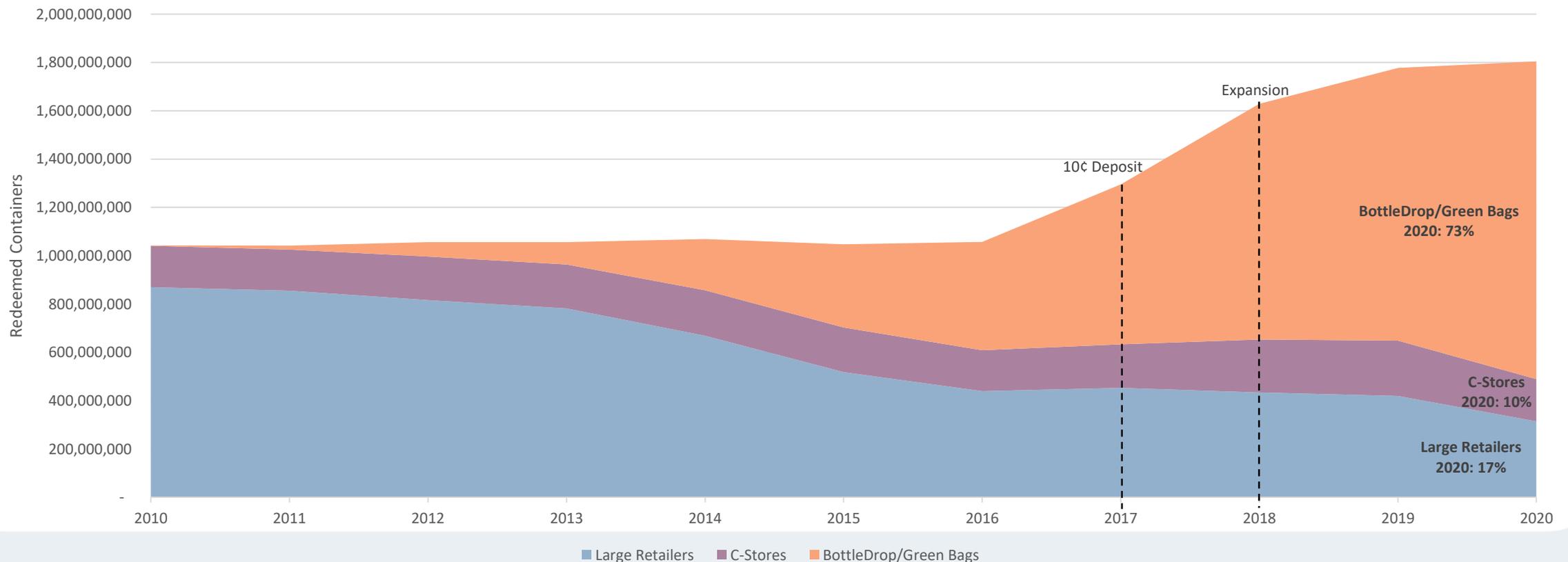
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BottleDrop now over 70% of volume

Returns have shifted quickly to a system customers prefer

Container Return By Location





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Blue Bags



Redeem yourself, support your cause

- Non-profits:
 - **Enroll** as fundraisers
 - **Distribute** Blue Bags
 - **Drop** full bags at a BottleDrop
 - **Collect** a check
- Over **\$1 million** raised to date





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Express/Dealer Redemption Centers

Expanding access throughout the state

- Smaller volume markets and urban areas
- Expanded access to green bag accounts and no fee for bag drops
- 37 locations operating

New locations coming every week





BottleDrop EXPRESS

IF BLUE LIGHT IS ON USE OTHER DOOR

BottleDrop EXPRESS

Bottle Returns Made Easy

- Sign Up**
Register for an account at [bottledrop.com](#) or inside the store.
- Fill Up**
Buy BottleDrop green bags inside the store. Fill with Oregon deposit containers.
- Drop Off**
Drop all bags using your account card to open the drop door.
- Cash Out**
Get money from your account using BottleDrop app or kiosk located inside the store.

STOP
PLEASE CHECK YOUR BAGS!!

Is your bag securely tied?
Is your bag under 20 lbs?
Is there a barcode sticker on your bag?

BottleDrop EXPRESS

IF BLUE LIGHT IS ON USE OTHER DOOR

BottleDrop EXPRESS

Limit - 2 Bags Per Day

5AM - 11PM

BottleDrop EXPRESS

Limit - 2 Bags Per Day

5AM - 11PM



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Get Your Cash and Much More

Stewardship for the next generation

- At a BottleDrop
- At a store kiosk
- Get 20% more with rewards
- Donate to charity
- Save for college



BottleDrop[®]
Plus


OREGON
COLLEGE SAVINGS PLAN™



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Measuring Success

Creating a legacy for people who call Oregon home

- Over half a million account holders
 - Up to 1000 account sign ups each day
 - Up to 30,000 bags processed per day
 - Green bag about 37% of overall volume
- 70%+ of all redemptions through BottleDrop
- 1000+ eligible non-profits in Give
- Over \$1.5 million donated to non-profits

...and still
zero
tax dollars

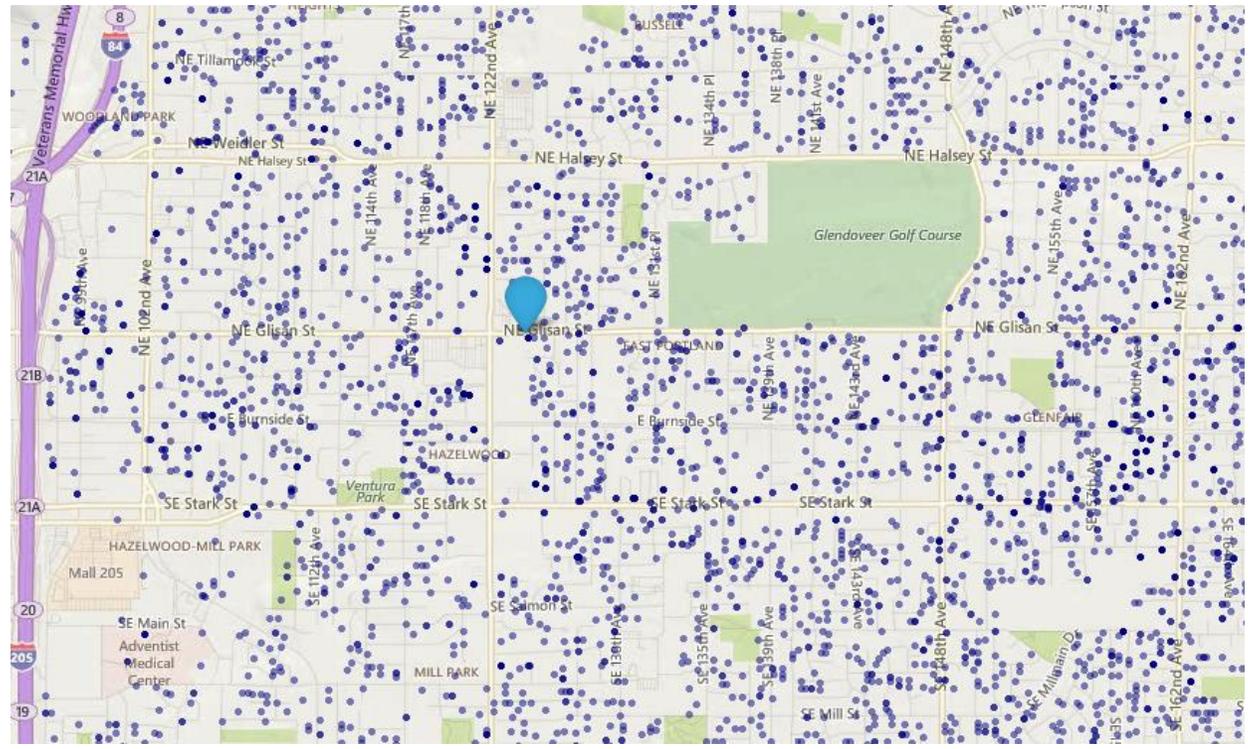
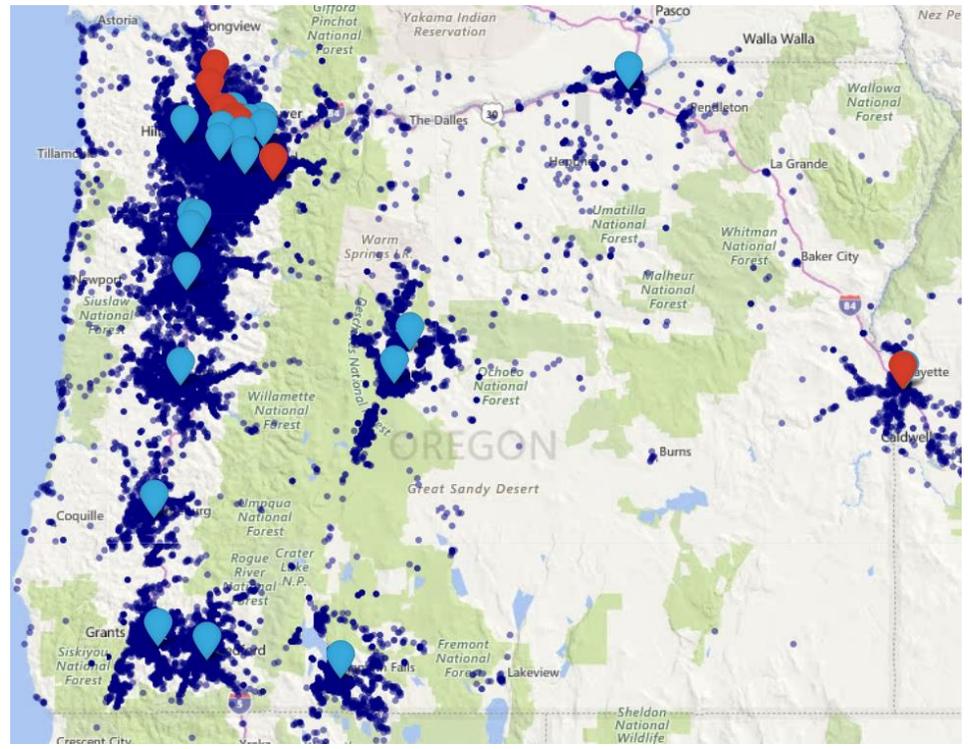


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Measuring Success

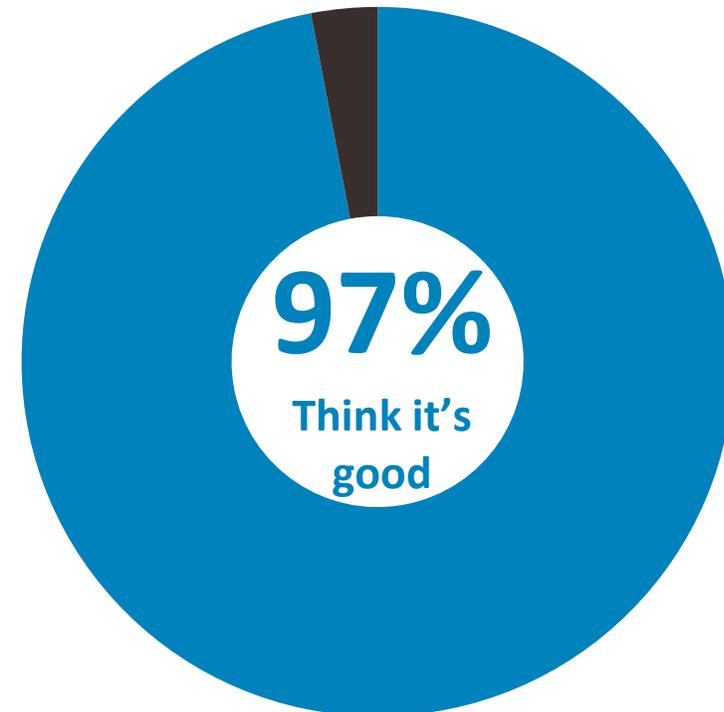
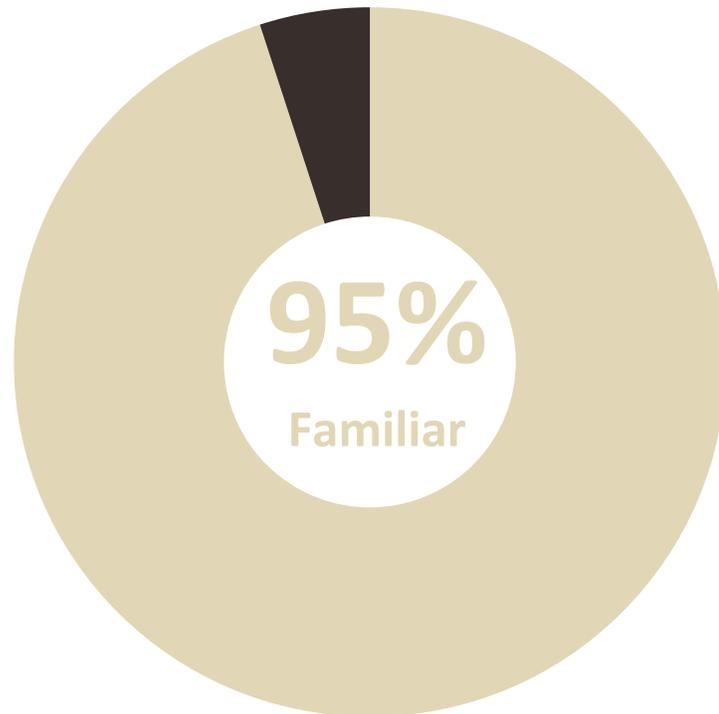
Creating a legacy for people who call Oregon home



Oregonians are familiar with the bottle deposit and return program.



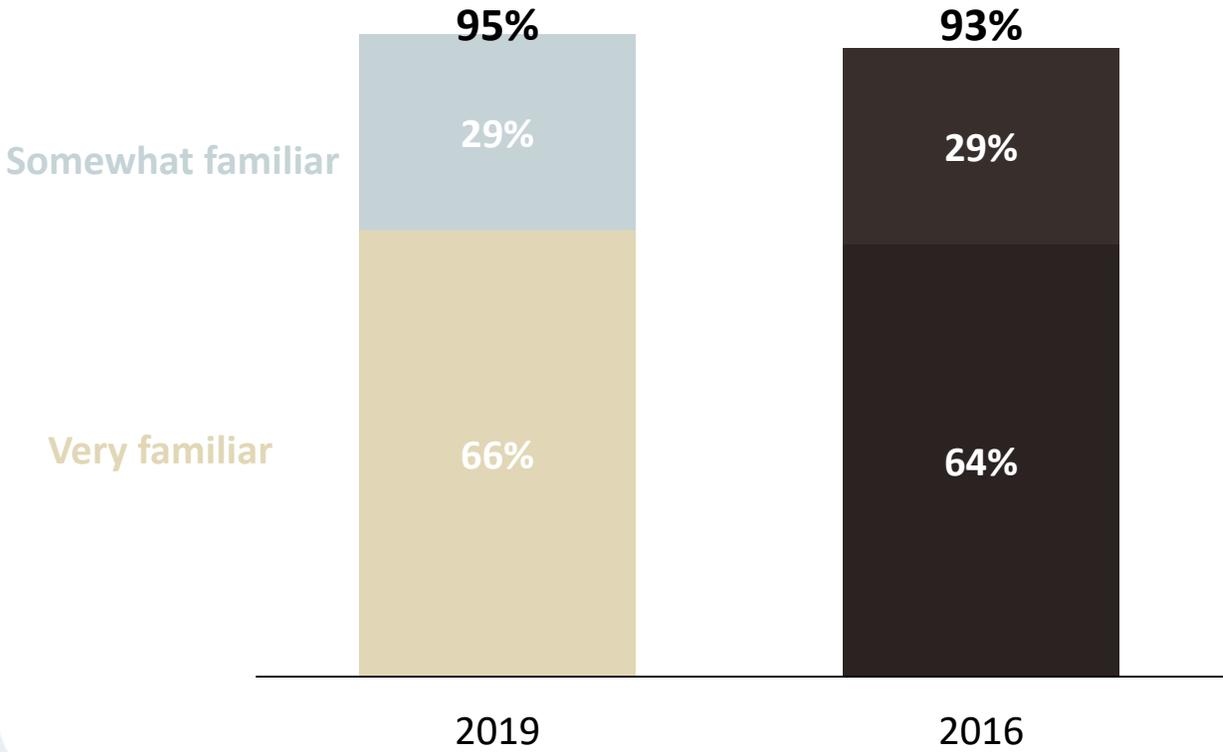
And they agree that it is good



Familiarity with the program has remained stable since 2016.



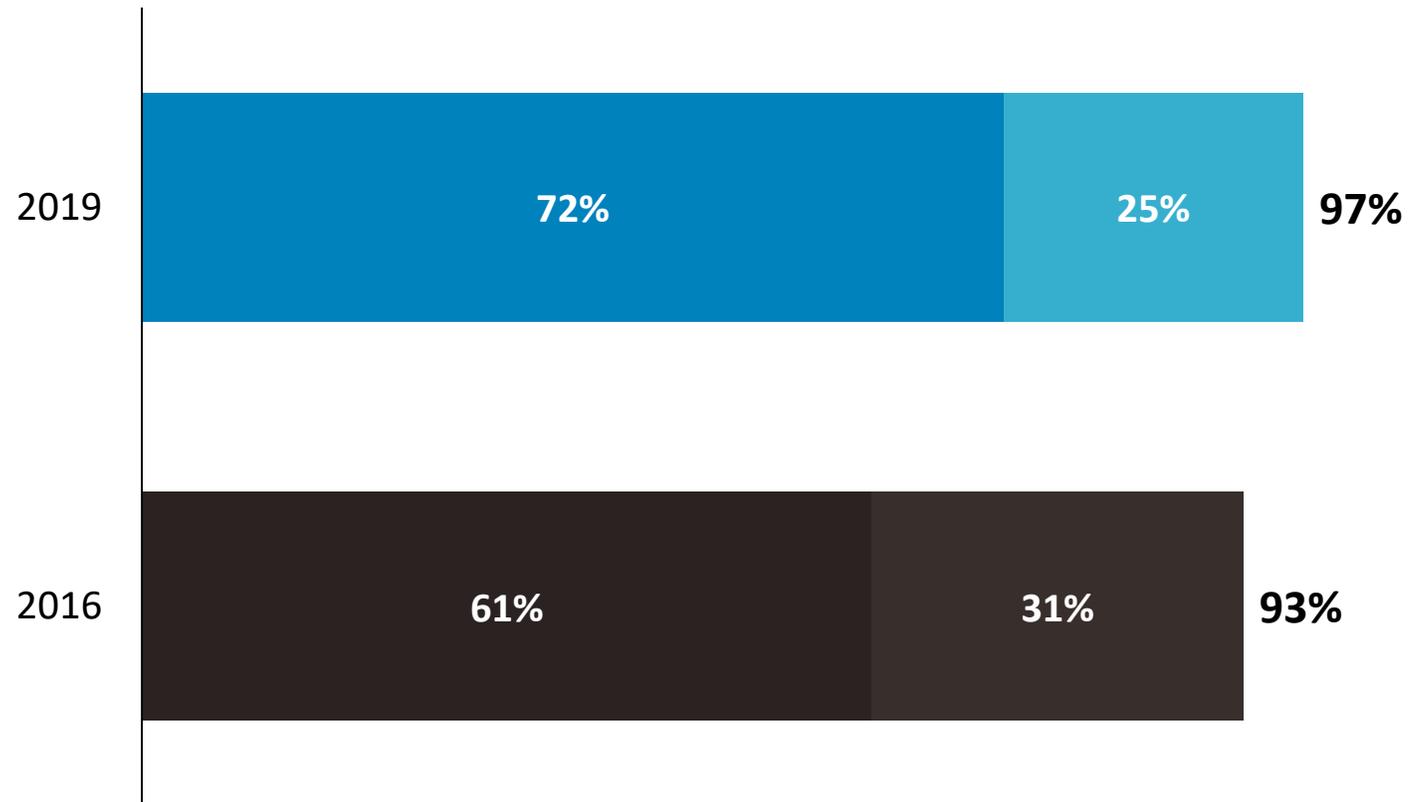
Long-term residents are slightly more familiar.



Strong agreement that the program is good has increased



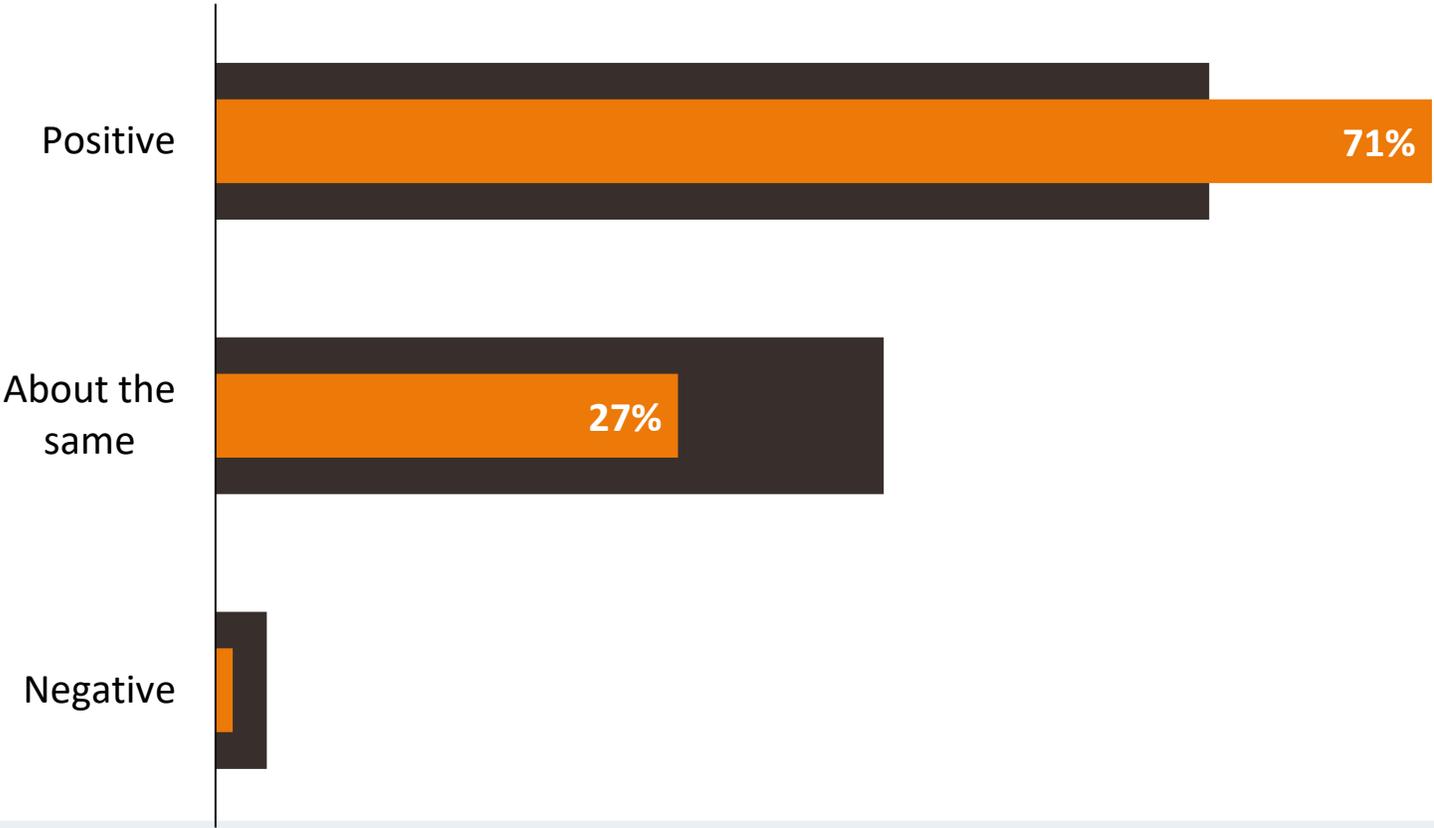
Strongly



Program viewed more positively knowing that it is privately-run by distributors.



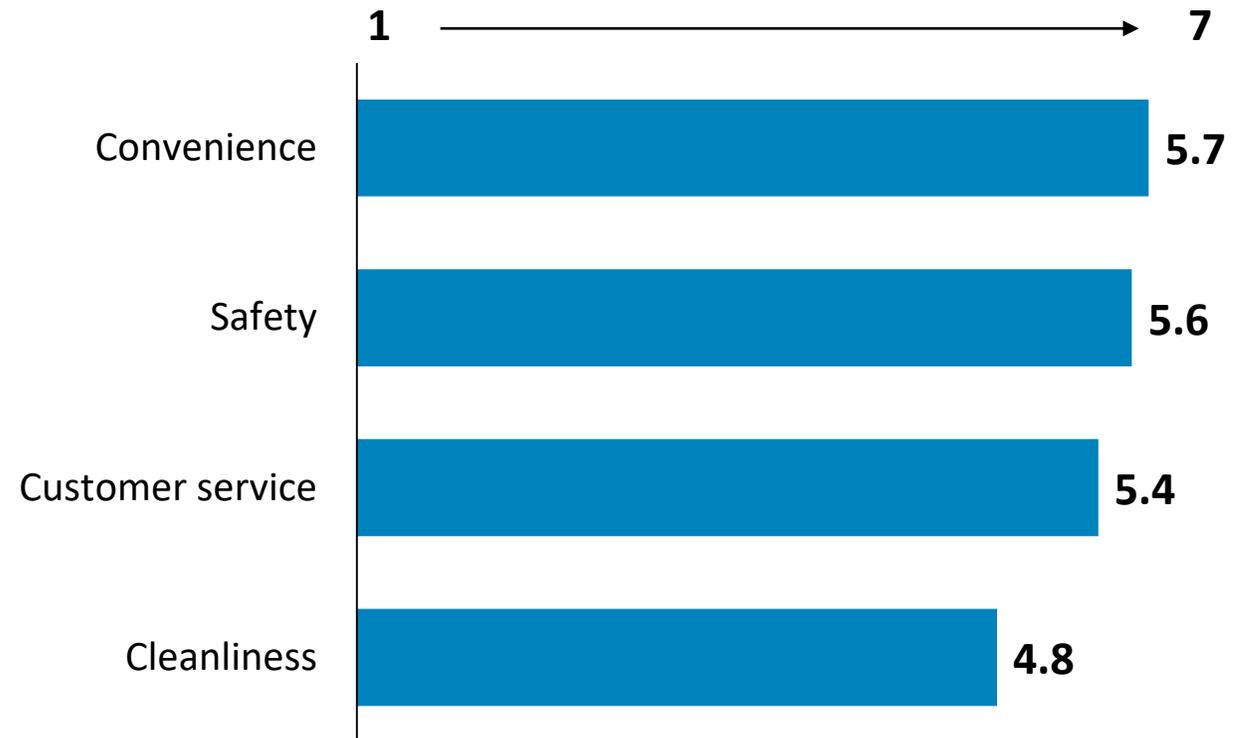
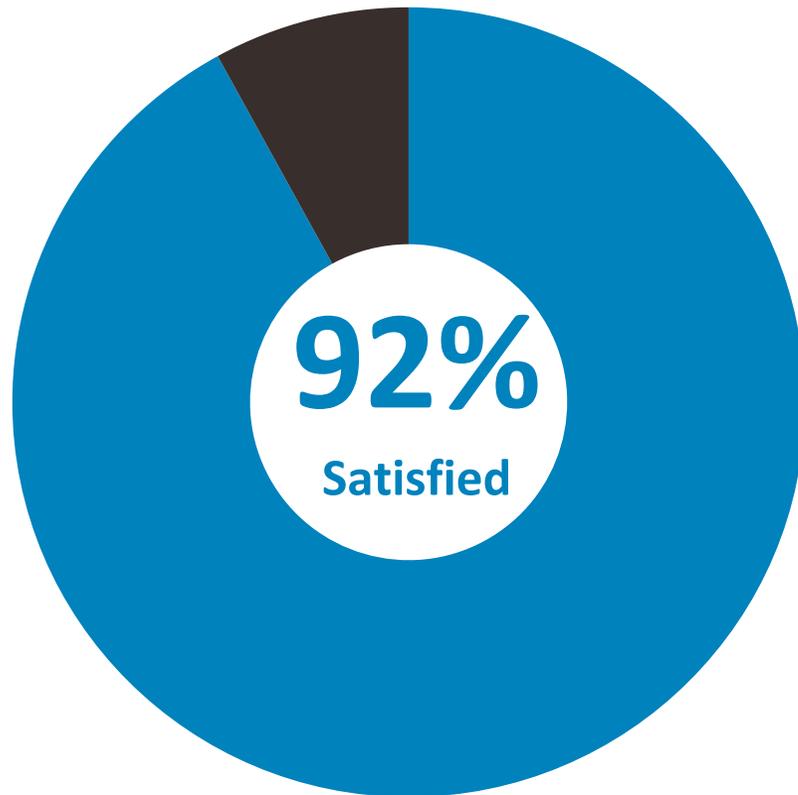
2016 2019



BottleDrop users are satisfied with their experience



Most feel the centers are convenient and safe.



Where Does the Material Go?



Keeping the cycle close

Plastic: 100% processed at ORPET facility located in St. Helens (~30 million lbs. of plastic last year)

Glass: 100% processed in Portland at O-I and made into new bottles (including refillables!)

Aluminum: 100% processed domestically



Privately-run DRS is EPR



Oregon program most efficient way to do EPR for containers

- Producers and distributors internalize all costs and benefits of the system, incentivizing efficiency and performance
 - Oregon has lowest cost per container in the world, with strong outcomes
- Enable supply chain links that benefit other environmental goals like minimum content standards
- No handling fees or other payments that increase cost
- Scrap retained by beverage industry
- Creates a centralized system with economies of scale that allow for innovations like refillable bottles





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Refillables/Reusables



Building on the infrastructure

12 participating breweries, cideries and wineries so far

Lower cost for producers

Fraction of the carbon footprint of even recycled glass

About **1 million** units in first year

Projected **6 million** units by year 3





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Quality is Everything

Clean, defect-free and sorted

- Inspection of every bottle post-wash
- Additional swab testing to ensure cleanliness
- OBRC takes responsibility and liability for cleanliness for any bottle defects before filling
- Bottle washing machines can easily handle foreign contaminants, like cigarettes, limes and even syringes

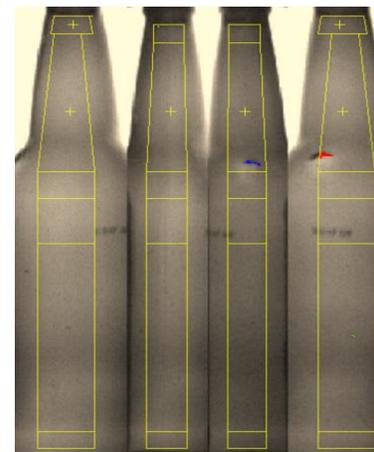
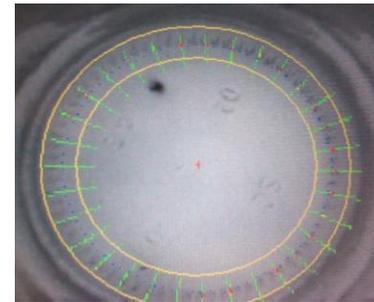
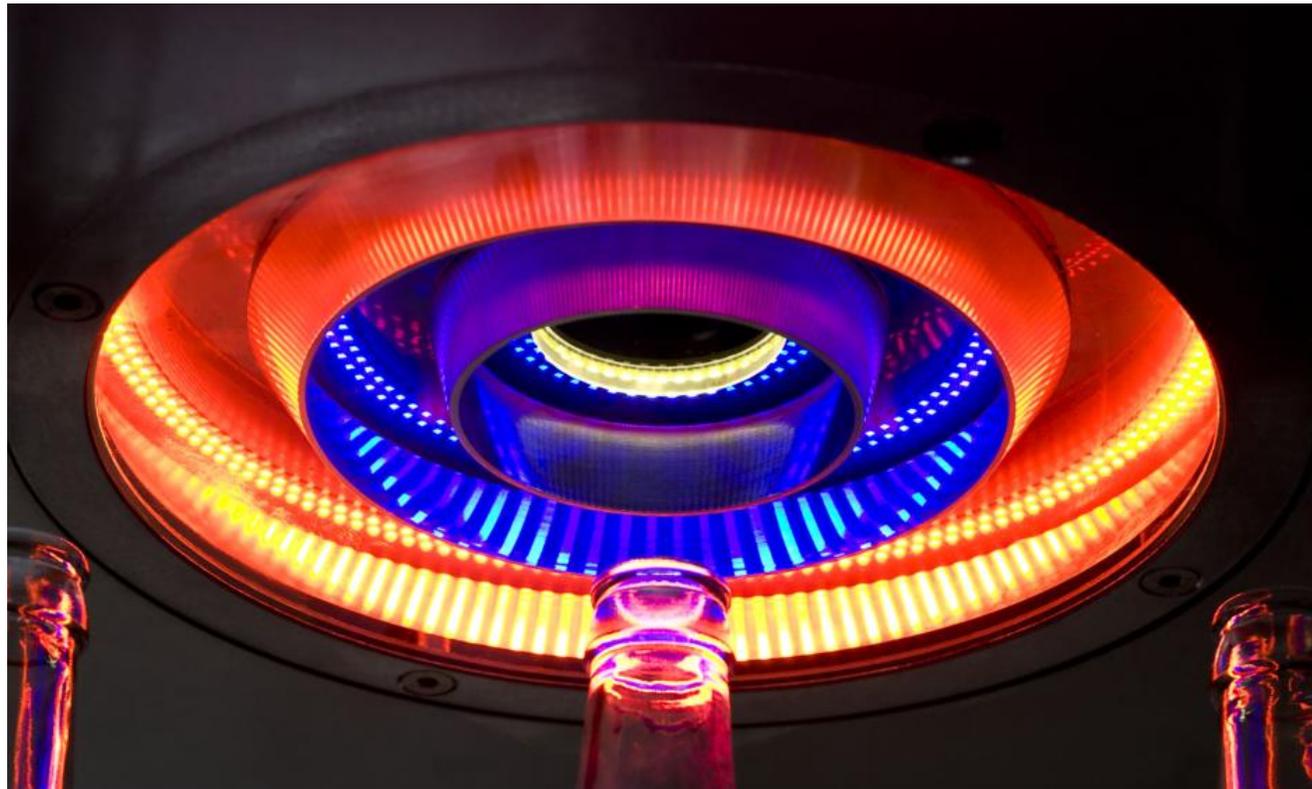


Quality is Everything

Clean, defect-free and sorted



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Refillables Participants



Off to a strong start with some of the Northwest's best



Thank you.



Learn more at obrc.com and BottleDropCenters.com

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